

1
2
3

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS Buyline Comment: NEWS	:30	\$650.00	09/26-09/28	1	1	1	\$650.00	
	2	W-F	7A-9A	Buyline Comment: TODAY	:30	\$850.00	09/26-09/28	3	1	3	\$2,550.00	
	3	W-F	11A-12P	Buyline Comment: RR	:30	\$325.00	09/26-09/28	1	1	1	\$325.00	
	4	W-F	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	09/26-09/28	1	1	1	\$425.00	
	5	W-F	1230P-1P	Buyline Comment: AGENDA	:30	\$325.00	09/26-09/28	2	1	2	\$650.00	
	6	W-F	3P-4P	Buyline Comment: PHIL	:30	\$450.00	09/26-09/28	1	1	1	\$450.00	
	7	W-F	5P-630P	Buyline Comment: NEWS	:30	\$1,000.00	09/26-09/28	3	1	3	\$3,000.00	
	8	W-F	630P-7P	Buyline Comment: JEP	:30	\$1,000.00	09/26-09/28	1	1	1	\$1,000.00	
	9	W-F	7P-730P	Buyline Comment: WHEEL	:30	\$1,000.00	09/26-09/28	1	1	1	\$1,000.00	
	10	W-F	730P-8P	Buyline Comment: FACE	:30	\$800.00	09/26-09/28	2	1	2	\$1,600.00	

Station KSNV-TV LAS VEGAS, NV. Agency () GMMB
 Advertiser () DCCC/HORSFORD 3050 K ST NW
 Product DCCC/HORSFORD WASHINGTON, DC 20007
 Estimate# 1876 Agency C/P1/P2/E 115/122/1876
 Buyer JESSE DEMASTRIE Flight Dates 09/26/2012 - 10/01/2012
 Phone# Hiatus Weeks
 Fax#
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	W-F	11P-1135P	NEWS	:30	\$1,100.00	09/26-09/28	1	1	1	\$1,100.00	
		Buyline Comment: NEWS										
	12	W-F	1135P-1235A	TON SHOW	:30	\$425.00	09/26-09/28	1	1	1	\$425.00	
		Buyline Comment: TON SHOW										
	13	W-F	10A-11A	TODAY III	:30	\$325.00	09/26-09/28	1	1	1	\$325.00	
		Buyline Comment: TODAY III										
	14	W-F	9A-10A	TODAY II	:30	\$350.00	09/26-09/28	1	1	1	\$350.00	
		Buyline Comment: TODAY II										
	15	SA-SU	11P-1135P	NEWS	:30	\$1,100.00	09/29-09/30	2	1	2	\$2,200.00	
		Buyline Comment: NEWS										
	16	SU	12A-1A	L&O	:30	\$45.00	09/30-09/30	1	1	1	\$45.00	
		Buyline Comment: L&O										

--REPORT TOTALS--
 Report Totals: 23 / \$16,095.00

--SALES MONTHLY TOTALS--
 Sep 12: 23 / \$16,095.00 Oct 12: 0 / \$0.00
 Sales Totals: 23 / \$16,095.00
 Station Totals: 23 / \$16,095.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--
 Market Totals \$73,159
 CATV 0% KBLR 0% KING 0% KLAS 27% KSNV 22%
 KTNV 25% KTUD 1% KVCW 2% KVMY 3% KVVU 20%

Rep Order# 6856980 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 107059 Printed: 09/26/2012 8:03 AM 3 of 3
EC'd Yes Last Received: 09/25/2012 2:24 PM Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () DCCC/HORSFORD
Product DCCC/HORSFORD
Estimate# 1876
Buyer JESSE DEMASTRIE
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 115/122/1876
Flight Dates 09/26/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

XXXX 0%

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE